History of the Escondido Public Library

At the heart of the Escondido community, Escondido Public Library has been an essential provider of information, ideas, and education for over 100 years. The idea for Escondido Public Library was formed in 1890 by the Escondido Dramatic Club, but it wasn’t until 1894 that Escondido Land and Town donated land for a library building. Since its formation, Escondido Public Library has moved from its original location on East Grand Avenue and grown into a library campus featuring the Main Library building, the Literacy Center, and the Pioneer Room, bringing together an extraordinary richness of resources and opportunities available to the people of Escondido.

Built in 1981, with the community in mind and boasting over 54,000 square feet, the Main Library building houses a 6,000 square foot children’s room, the Turrentine Room for events, a teen area, a Spanish section, and a computer lab featuring our popular Business Center. The Literacy Center provides essential services to our community by supporting adults as they build basic literacy skills. The Pioneer Room, established in 1992 with a bequest from historian Frances Beven Ryan, is the primary historical research center for the City of Escondido. The Pioneer Room identifies, collects, preserves, and provides access to records, manuscripts, and other significant resources of enduring historical, legal, administrative, and fiscal value.

Outreach, dynamic programming, and partnerships with local businesses and organizations are the integral services of Escondido Public Library. From showcasing VR (Virtual Reality) and 3D printing to proudly having a volunteer force of over 200 strong and just completing our first ever Strategic Plan for 2018-2022, Escondido Public Library is continually responding to, reflecting, and representing the dynamic Escondido community.
2017-2018 Statistics

**LIBRARY**

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Patron Visits (Physical)</td>
<td>396,883</td>
<td>388,333</td>
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<tr>
<td>Event Attendance</td>
<td>14,731</td>
<td>9,571</td>
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<td>Patron Visits (Total)</td>
<td>710,711</td>
<td>689,102</td>
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<tr>
<td>Total Volunteers</td>
<td>210</td>
<td>211</td>
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<tr>
<td>Free Events</td>
<td>313,828</td>
<td>300,769</td>
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<tr>
<td>Patron Visits (Virtual)</td>
<td></td>
<td></td>
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<tr>
<td>Total Checkouts</td>
<td>460,878</td>
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<td>Total Volunteer Hours</td>
<td>29,399</td>
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**LITERACY SERVICES**

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
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<tbody>
<tr>
<td>Total Learners Served</td>
<td>72</td>
<td>65</td>
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<tr>
<td>Total Instruction Hours</td>
<td>3,409</td>
<td>4,773</td>
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**PIONEER ROOM**

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Total Collections Used</td>
<td>485</td>
<td>542</td>
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<tr>
<td>Total Research Questions Answered</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>437</td>
<td>652</td>
</tr>
</tbody>
</table>
**Technology & Support Services Highlights**

**Exciting New Technology**
Escondido Public Library is also incorporating new innovative technology resources into Library programs and offerings. This fiscal year, the Library acquired two Lulzbot TAZ 6 3D printers, an Oculus Rift virtual reality system, and two Silhouette Cameo paper/vinyl/craft cutting printers.

**Award Winning Programs**
Escondido Public Library won the California Library Association PR Excellence Marketing Award for the materials created for our *Read Local, Shop Local!* campaign. *Read Local, Shop Local!* is a community partnership program that provides Escondido Public Library patrons savings at local participating businesses when they show their Library cards.

**Upgraded Facilities & Equipment**
Escondido Public Library introduced RFID technology in March 2018. The automated materials handling machine, which checks in and sorts Library materials, improves efficiency of staff time and resources, and contributes to increased accuracy of Library accounts. The five new self checkout machines utilize up-to-date, integrated technology, including the ability to pay via credit cards, obtain email receipts, and check-out materials in seconds.

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*Escondido Public Library Annual Report 2018 • www.escondidolibrary.org*
Youth Services Highlights

**Regular Programming**

**Rhymes & Reading Storytime**
Stories and activities to help preschoolers prepare for kindergarten.

**Knights Realm Chess Club**
Kids learn to play and challenge their friends.

**Baby Lapsit Storytime**
Babies from birth to walking and their parents/caregivers enjoy great books, lively songs and rhymes.

**Toddler Tales Storytime**
Toddlers and their parents/caregivers enjoy bilingual, interactive stories and action songs.

**Paws For Reading**
Kids read aloud to certified Love on a Leash pet therapy dogs for fun or to help improve reading skills.

**Read to a Dragon**
Kids read aloud to bearded dragons for fun or to help improve reading skills.

**P.J Storytime**
Kids wear their P.J.s and bring their favorite stuffed animal to evening storytimes at the Library. Going from once to twice monthly in 2019!

**Teen Advisory Board**
Teens plan events and earn community service.

**Burritos & Book Club**
Teens discuss books and enjoy some tasty burritos.

**R.E.A.D. Book Club**
Kids read, eat, and discuss (R.E.A.D.) books and make cool crafts.

**Not So Spooky Storytime**
A fun, family-oriented celebration including gentle, monster-themed stories, songs, and crafts.

**Holiday Tree Trimming**
Children and their families are invited to create ornaments and visit with Santa.

**Día de los Libros / Niños**
Children celebrate Children’s Day, Book Day and the joy of reading with bilingual stories and songs and crafts.

**Día de los Muertos**
Honoring memories of loved ones who have passed away.

**Outreach and Community Programming**

**Twice Monthly Storytime at the San Diego Children’s Discovery Museum**
On the second and fourth Mondays of each month youth services staff runs a baby lapsit storytime at the SDCDM. This is a great storytime that goes out into the community and has fun at the museum! This storytime brings the Library to the community and is so popular that it’s being offered weekly in 2019!

**Outreach**
Library staff attends Back to School Nights, Lunch n’ Learns, Family Reading Nights, and many more community events.

**Dr. Seuss Read Across America**
Youth Services staff visited Juniper Elementary and performed a reader’s theater presentation of Cat in the Hat. This was a hit with both 1st and 5th graders. Youth Services staff dressed up as various characters and had props that added to the reader’s theater. Students were encouraged to participate in helping to capture Thing 1 and Thing 2. This traveling reader’s theater was an adaptation of the successful program held the day prior at the Library. Youth services staff will continue to do Dr. Seuss Reader’s theater each year.
Adult Services Highlights

Monthly/Regular Adult Services Programs

Escondido Writer’s Group
Writers of all genres are invited to read their work and receive group critiques in a friendly and comfortable environment.
Second session newly added!

2nd Tuesday Book Club
Going strong for 12 years, 2nd Tuesday Book Club meets the second Tuesday of each month to discuss a book the group has chosen a few months in advance. New members are always welcome.

2nd Saturday Concert
Monthly concert that averages over 75 attendees.

Special Monthly Programs

Spring Succulent Swap
Patrons bring clippings of their favorite succulents to trade and share with fellow plant lovers.

Alzheimer’s Workshop Series
A month-long series of programs relating to identifying and coping with Alzheimer’s presented in partnership with the Alzheimer’s Association.

Death Café
The return of our popular Death Café, providing a safe and agenda-free place to discuss death and life over coffee, tea, and tasty treats. Hosted by a registered hospice nurse.

Rincón Literario Bilingual Book Club

Virtual Reality @ Your Library
NEW, technology based bi-monthly program!

Adult Graphic Novel Book Club
Monthly book club presented in partnership with Comic-Con International. EPL has the newest, fastest growing, and largest graphic novel book club in San Diego county. So popular we got permission from San Diego Comic-Con to add a second one in 2019!

Craft program series
New programs and themes every quarter.

Local Authors Night
Writers of all levels and genres participate in an open mic experience.

Road Scholar
A lively discussion of the many programs offered by Road Scholar, a not-for-profit travel organization whose mission is to inspire adults to learn, discover and travel.

Fight Fake News
Community partnership on the topic of information literacy, provided by a panel of professional journalists.
Adult Services Highlights

All-age programs and reaching new demographics

Dads & Donuts
All-ages event focused on dads or male caregivers, who were invited to bring their families for free comic books and refreshments while the dads enjoyed demonstrations by our 3D printer and played Virtual Reality games on the Oculus Rift system. This event was sponsored by a local comic book shop and in partnership with the 501st Legion, who provided Star Wars cosplay volunteers for meet and greets.

Emphasis on new technology and reaching patrons outside of the Library building
This year the Library hosted 65 community members on the OverDrive bookmobile. The purpose was to familiarize patrons with the eReader service and teach them to become more literate in this emerging format.

Forming and maintaining partnerships with local businesses
Expanding Read Local, Shop Local, a program where customers receive discounts and special offers when showing their Escondido Public Library card at local businesses, to include new businesses.

Most successful Adult Summer Reading Challenge to date
394 participants

Outreach
Adult Services staff has been attending Back to School Nights, Lunch n’ Learns, Family Reading Nights, and many more community events.
Special Programming & Events

- Initiated Digitize Escondido, a program where patrons can bring their photos of Escondido into the Pioneer Room to have them digitally preserved and incorporated into the Pioneer Room collection.

- Began the Pioneer Room Gallery Exhibit Series with Pioneering Escondido: The Rick Smith Photo Exhibit. The Rick Smith collection features fascinating snapshots of the pioneering days of Escondido from over 100 years ago.

- Hosted a program for Community Montessori Charter School, with 45 students in attendance.

Collection Developments

- Digitized Escondido Directories through the California Revealed Grant

- Digitized the Escondido Times Advocate microfilm (1883–1995)

- Acquired and digitized seven photo collections

Staffing

- Hired a full time Archivist and a part time Assistant Archivist
Special Events

Writer to Writer
Writer 2 Writer is a Southern California Library Literacy Network challenge where learners write a letter to an author living or dead who wrote a book that impacted/made an impression in their life. There are 4 levels emerging, beginning, intermediate and advanced. Letters are judged by peer learners and coordinators. Awards are presented at a brunch every other year an at the SCLLN conference the in between the years. All the letters are then published in a book and presented to the participants.

Adult Learner Leadership Institute (ALLI)
- Hosted by Escondido Public Library
- 19 Learners from San Diego County 4 from Escondido

Scrabble–Thon Annual Tournament Fundraiser
- 54 Contestants
- 84 total attendance

Learner Recognition Reception
109 in attendance acknowledging Learners’ accomplishments:
- Passing the GED
- Receiving their U.S. Citizenship
- Gaining their Drivers License
- Launching a YouTube Channel
- Receiving a letter back from an author they wrote to

Regular Programming

Fall and Spring Classes
- Reading Basics
- Writing Basics
- Reading Comprehension
- Practical Writing
- Reading Critically
- Clear Speech
1,157 total annual attendance

Independent Lab
For students to enhance their learning

One-on-One Tutoring
3,409 hours of Literacy Instruction

Literacy Services Highlights

Learner Recognition Reception

Scrabble-Thon Annual Tournament Fundraiser

Learner Recognition Reception
September 21
All Staff Day was held in Riverside, CA at the Louis Robidoux Branch of the Riverside County Library system for all Zone 1 LS&S Libraries. The Escondido Library Board of Trustees voted unanimously to allow the Library to close this day for staff to attend this event. This afforded the Escondido staff the opportunity to network with other colleagues throughout LS&S, attend professional development trainings, and present. Dan Wood, Senior Librarian, Literacy & Youth Services and Azar Katouzian, (Adult Services Librarian 1) presented “It’s All About Community: Successful Community Partnerships” detailing our Read Local, Shop Local! program to rave reviews and requests to present again in 2019.

September 25 & 26

October 4
Monica Barrette, Senior Librarian, Adult Services & Pioneer Room Archive, presented a panel at New York Comic-Con with panelists Amie Wright (Manager, Edmonton Public Library), Marcela Peres (Director, Lewiston Public Library) and Cassidy Charles (Digital Services Librarian, Santa Barbara Public Library) that covered the how and why of building a quality graphic novel collection for adults and illuminated how this collection is an important investment for public libraries.
Staff Training & Development

November 9–11
California Library Association (CLA): No Barriers, No Walls, Access for All! Conference in Santa Clara, CA; attended by Sheila Rodriguez (Literacy Specialist), Monica Barrette, Senior Librarian, Adult Services & Pioneer Room Archive; Katy Duperry, Senior Librarian, Technology & Support Services. Nicholas Ivins (Marketing Coordinator & Graphic Designer) and Katy Duperry received the CLA PR Excellence Award for the California Library Association’s PRExcellence Awards Committee, for their project entry, entitled Read Local, Shop Local! as the winner in the Less than $5 Million Budget—Print category. Monica Barrette presented on a panel regarding Fake News programming in libraries.

October 8–November 4
Kristine Mirate (Children’s Librarian) attended an ALA ecourse, Planning Programs and Services for Toddlers and Preschoolers.

October 13 & 14
Maker Faire, Denver, CO and Denver Public Library—attended by Gabriel Diaz (Digital Services Specialist).

October 16 & 17
Internet Librarian: Community Partners, Beyond Outreach Conference in Monterey, CA—attended by Katy Duperry, Senior Librarian, Technology & Support Services and Gabriel Diaz (Digital Services Specialist).

October 18
Dan Wood, Senior Librarian, Literacy & Youth Services moderated a panel on STEM Partnerships in Libraries at Serra Youth Services Staff Development, attended by all libraries in San Diego County.

CLA PR Excellence Award
Escondido Public Library has five volunteer support groups!

- **The Library Board of Trustees**, made up of five volunteers, are the vocal and energetic advocates for the Library. In 2018, they helped City and LS&S staff navigate the LS&S transition.

- **The Escondido Library Foundation** is staffed by seven volunteers. Their primary goal is fundraising for the Library, and in 2018, funded the new Library security system.

- **The Friends of the Library** has a board of 11 volunteers, and staffs the Friend’s Book Shop with 54 volunteers. In total, over 300 people are members of the Friends of the Library! In 2018, they raised over $75,000 for the Library and funded nearly all of the free Library events offered to patrons, as well as professional development opportunities for staff.

- **The Friends of Literacy** is made up of eight volunteers. This support group funds Literacy programs and events, hosts the annual Scrabble-thon fundraiser, as well as funding the annual Learner Appreciation Dinner.

- **The Pioneer Room Friends** are staffed by nine volunteers. They sell calendars every year using images from the Pioneer Room collections to do fundraising for Pioneer Room events and collections needs, and participate in community events to promote the Pioneer Room!

Here are the completely volunteer-run programs at the Library:

- **Knights Realm Chess Club** (ages 6-12; weekly program) Kids can learn to play chess or challenge their friends!

- **Paws for Reading** (ages 5-12; twice-a-month program) Kids can read aloud to Love on a Leash therapy dogs.

- **Read to a Dragon** (ages 5-12; twice-a-month program) Kids can read aloud to bearded dragons from Ecovivarium.

- **Escondido Writers Group** (adults; twice-a-month program) Aspiring writers can come discuss and share their work in a comfortable, safe environment, get tips, etc.

- **Virtual Reality @ Your Library** (ages 13+; every-other week) Explore new worlds using the Oculus Rift.

Our Summer Reading Challenge, the biggest, all-ages event we have every year, would not be possible without the help of our teen volunteers. In 2018, we had 30 teens donate 882 hours in June and July to make this event happen!